

Claims

1           1.     An aisle way end extender bracket for use with an upright  
2     merchandising display, the display including a lengthwise extending wall  
3     terminating in a vertically extending end cap support, said bracket comprising:  
4           an elongate extending support arm having a first support end and a  
5     second extending and display end;  
6           said first support end being engageable with a location of the upright  
7     merchandising display proximate its vertically extending end; and  
8           said support arm extending beyond the vertically extending end cap in a  
9     substantially coplanar and parallel fashion relative to the lengthwise extending  
10    wall.

1           2.     The aisle way end extender bracket as disclosed in claim 1, said  
2     elongate extending support arm further comprising a substantially planar and  
3     elongated shape.

1           3.     The aisle way end extender bracket as disclosed in claim 2, said  
2     product display end further comprising an "S" hook suspended through an  
3     aperture defined within said support arm.

1           4.     The aisle way end extender bracket as disclosed in claim 3, said  
2     elongate extending support arm having a specified shape and size and being  
3     constructed of a durable metal material.

1           5.     The aisle way end extender bracket as disclosed in claim 3, a  
2     product support portion suspending from said "S" hook and holding a plurality  
3     of individual merchandising items.

1           6.     The aisle way end extender bracket as disclosed in claim 5, an  
2     advertisement display placard extending from said support arm.

1           7.     The aisle way end extender bracket as disclosed in claim 2,  
2     further comprising said a foot support at said first support end, said support  
3     arm being axially adjustable relative to said foot support.

1           8.     The aisle way end extender bracket as disclosed in claim 7, said  
2     foot support further comprising a planar support surface, a bracket securing  
3     upon said planar support surface and defining an interior channel suitable for  
4     receiving said support arm therethrough, a rotatably tightenable screw  
5     extending within said bracket and engaging said support arm at a selected  
6     axially adjusted location.

1           9.     The aisle way end extender bracket as disclosed in claim 1, the  
2     lengthwise extending display wall further including a pegboard display surface,  
3     said foot support further comprising a planar support surface, a first plurality of  
4     inwardly and successively upwardly angled tabs extending from an upper edge

5 of said support surface, a second plurality of inwardly extending tabs extending  
6 from a corresponding lower edge of said support surface.

1 10. The aisle way end extender bracket as disclosed in claim 1, the  
2 vertically extending end cap further comprising a plurality of spaced apart slots  
3 extending in axially downward and parallel fashion relative to the lengthwise  
4 extending wall, said foot support further comprising a planar support surface, a  
5 channel defined in said planar base surface and through which is inserted a  
6 fastener stem terminating in a single slot engagement portion, a wing nut  
7 threadably engaging over a second extending end of said fastener stem and  
8 which is tightenable to secure said bracket in place within a selected vertically  
9 extending single slot.

1 11. The aisle way end extender bracket as disclosed in claim 10,  
2 further comprising a peg extending from a rearward facing surface of said  
3 support arm 44, proximate in location to said channel, whereupon said fastener  
4 stem inserting within a first selected vertical slot, said peg seating within a  
5 succeeding slot to provide stabilizing support to said end extender bracket.

1 12. The aisle way end extender bracket as disclosed in claim 1,  
2 further comprising of the pair of threaded bolts extending through associated  
3 apertures defined in said support end of said elongate extending arm, a pair of  
4 rectangular shaped nuts threadably engaging over extending shaft ends of said

5 bolts and, upon said shafts being inserted within selected vertically extending  
6 slots defined in the vertically extending end cap support, being tightened to  
7 secure said support arm in place.

1 13. An aisle way end extender bracket for use with an upright  
2 merchandising display, the display including a lengthwise extending wall  
3 terminating in a vertically extending end cap support, said bracket comprising:

4 an elongate extending support arm having a first support end and a  
5 second extended and product display end, the support arm further comprising a  
6 substantially planar and elongated shape;

7 said first support end being engageable with a location of the upright  
8 merchandising display proximate its vertically extending end, said support end  
9 further comprising a planar support surface capable of affixing, in substantially  
10 adhering fashion, against a corresponding planar extending portion of the  
11 merchandising display;

12 said product display end further comprising an "S" hook suspended  
13 through an aperture defined within said support arm, a product support portion  
14 suspending from said "S" hook and holding a plurality of individual  
15 merchandising items in substantially coplanar and parallel extended and  
16 displayed fashion beyond the vertically extending end cap of the lengthwise  
17 extending wall.

1           14.    The aisle way end extender bracket as described in claim 13,  
2    further comprising a foot support at said first support end, said support arm  
3    being axially adjustable relative to said foot support.

1           15.    The aisle way end extender bracket as disclosed in claim 14,  
2    further comprising a bracket securing upon said planar support surface and  
3    defining an interior channel suitable for receiving said support arm  
4    therethrough, a rotatably tightenable screw extending within said bracket and  
5    engaging said support arm at a selected axially adjusted location.

1           16.    The aisle way end extender bracket as described in claim 13, the  
2    lengthwise extending display wall further including a pegboard display surface,  
3    said foot support further comprising a first plurality of inwardly and  
4    successively upwardly angled tabs extending from an upper edge of said base  
5    surface, a second plurality of inwardly extending tabs extending from a  
6    corresponding lower edge of said base surface.

1           17.    The aisle way end extender bracket as described in claim 13, the  
2    vertically extending end cap further comprising a plurality of spaced apart slots  
3    extending in axially downward and parallel fashion relative to the lengthwise  
4    extending wall, said foot support further comprising a channel defined in said  
5    planar base surface and through which is inserted a fastener stem terminating in  
6    a single slot engagement portion, a wing nut threadably engaging over a second

7 extending end of said fastener stem and which is tightenable to secure said  
8 bracket in place within a selected vertically extending single slot.

1 18. The aisle way end extender bracket as disclosed in claim 13,  
2 further comprising of the pair of threaded bolts extending through associated  
3 apertures defined in said support end of said elongate extending arm, a pair of  
4 rectangular shaped nuts threadably engaging over extending shaft ends of said  
5 bolts and, upon said shafts being inserted within selected vertically extending  
6 slots defined in the vertically extending end cap support, being tightened to  
7 secure said support arm in place.